



Any company or organization with a good environmental track record and a strong commitment to continuous improvement is encouraged to participate in the **ASPIRING LEADERS** program.

New Hampshire's Environmental Leadership Initiative

ASPIRING LEADERS PROGRAM



For more information,
(603) 271-2941
www.des.nh.gov/eli



A program of the New Hampshire
Department of Environmental Services

New Hampshire's Environmental Leadership Initiative

ASPIRING LEADERS PROGRAM

The New Hampshire Department of Environmental Services invites you to join, at no cost to you, a growing group of business leaders committed to bringing about a more sustainable New Hampshire—the **Environmental Leadership Initiative**.

ASPIRING LEADERS is the first tier of DES's new, voluntary, non-regulatory initiative that recognizes the many voluntary efforts of businesses and organizations in New Hampshire that improve our environment and economy.

ASPIRING LEADERS' objectives are simple: to encourage individuals, organizations and businesses to do more than the required minimum to improve our environment and economy.

In addition, **ASPIRING LEADERS** will help participants increase their environmental commitment, thus reducing their costs and their overall environmental footprint, and thereby gaining a competitive advantage.

The foundation of **ASPIRING LEADERS** is the adoption of “best practices,” which lead to cost reductions and comprehensive environmental management. Each new member is required to sign a pledge of environmental performance, and to adopt one or more best practices each year, depending on the participant's membership level. DES provides members with lists of best practices, tailored to various economic sectors.

Any business or organization with a proven environmental track record and a strong commitment to continuous improvement is encouraged to participate in the **ASPIRING LEADERS** program.

And stay tuned! A second **LEADERS** tier is slated to start in 2008.

DES encourages you to explore the opportunities provided by this program and hopes that you will consider joining **ASPIRING LEADERS**. If you have any questions concerning the program or would like to enroll, please contact DES at (603) 271-2941 or visit www.des.nh.gov/eli. We look forward to your involvement.

BENEFITS

Participation in **ASPIRING LEADERS** provides the following benefits:

Market Differentiation: Public recognition from DES of your company's or facility's commitment to environmental leadership.

Peer-to-Peer Support Network: Participation and membership in the new Environmental Leadership Council, which provides electronic and face-to-face networking opportunities with other members, the chance to hear from business and government leaders, and forums to discuss issues and to exchange ideas.

Positive Press: Publicity for all members' environmental accomplishments. Tell your story and get the credit you deserve.

Better Government Relationships: Opportunities to work with DES and state leadership and provide opinions on environmental issues and policy.

The Opportunity to do More: Eligibility for future, higher tiers in DES's Environmental Leadership Initiative, and consideration for awards such as the Governor's Pollution Prevention Award.